

CLAIMS:

1. A method of collecting and managing bonus points in order to generate a personal profile based on said bonus points, wherein said bonus points are related to activities performed by a person, wherein the method comprises the steps of:
 - transmitting at least one bonus point from a collecting device comprising
 - 5 information relating to specific activity performed by the person together with an identification of said person, and
 - receiving and storing said at least one transmitted bonus point based on said identification of said person, whereby, by accessing said bonus points, a personal profile can be generated.
- 10 2. A method according to any of the preceding claims, wherein, prior to transmitting said bonus points relating to said specific activity, the bonus points are collected locally at the collector device and transmitted as a bonus point data package.
- 15 3. A method according to claim 2, wherein transmitting said bonus point data package is performed in predefined time intervals.
4. A method according to claim 2, wherein the data package comprises bonus points from a number of persons.
- 20 5. A method according to any of the preceding claims, wherein the bonus point further comprises information relating to the location on which the activity was performed.
- 25 6. A method according to any of the preceding claims, wherein the bonus

point further comprises information relating to the time at which the activity was performed.

7. A collector device to be used in a system for collecting and managing
5 bonus points in order to generate a personal profile, wherein said bonus points are related to activities performed by a person, wherein said collector device comprises:
- means for receiving said bonus points based on the activities performed by said person, and
 - means for transmitting said bonus points together with an identification
10 of said person to a manager server, wherein said manager server is adapted for receiving and storing said bonus points based on said received identification of said person, whereby, by accessing said manager server, said bonus points can be used to generate a personal profile.
- 15 8. A collector device according to claim 7, wherein the collector device is a mobile device.
9. A collector device according to claim 7 or 8, wherein the collector
20 device further comprises storage means.
10. A collector device according to any of the claims 7-9, wherein the
collector device further comprises means for determining the location on which the
activity was performed.
- 25 11. A collector device according to any of the claims 7-9, wherein the
collector device further comprises means for determining the time at which the activity
was performed.
12. A collector device according to any of the claims 7-11, wherein the
30 transaction between said collector device to said manager server is given a code being

representative to the collector device and the type of activity.

13. A collector device according any of the claims 7-12, wherein the bonus points are collected locally prior to transmitting the bonus points to the manager server.

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14. A collector device according to any of the preceding claims 7-13, wherein an XP- protocol is used to provide the transmission between said collector device and said manager server.

10 15. A manager server to be used in a system for collecting and managing bonus points in order to generate a personal profile, wherein said bonus points are related to activities performed by a person, wherein said manager server comprises:

- means for receiving said bonus points together with an identification of said person from a collector device, wherein said collector device is adapted for
- 15 receiving and transmitting said bonus points based on the activities performed by said person together with an identification of said person to a manager server, and
- means for storing said bonus points based on said identification of said person, whereby, by accessing said manager server, said bonus points can be used to generate a personal profile.

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16. A system for collecting and manager bonus points in order to generate a personal profile based on said bonus points, wherein said bonus points are related to activities performed by a person, said system comprising:

- 25 - a collector device comprising:
 - means for receiving said bonus points based on the activities performed by said person,
 - means for transmitting said bonus points together with an identification of said person to a manager server,
- 30 - a manager server comprising:

- means for receiving said bonus points together with an identification of said person from said collector device,
- means for storing said bonus points based on said identification of said person,
- 5 - means for accessing said bonus points based on said identification of said person to obtain a personal profile of said person.